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### Montana Public Radio pledge event is April 1-9

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## **NEWS RELEASE**

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March 22, 2006

**Contact:** Linda Talbott, associate director, Montana Public Radio, (406) 243-4215,  
linda.talbott@umontana.edu.

### **MONTANA PUBLIC RADIO PLEDGE EVENT IS APRIL 1-9**

#### **MISSOULA--**

Montana Public Radio will hold its annual on-air fund-raiser from 5 p.m. Saturday, April 1, to midnight Sunday, April 9.

The theme of this year's pledge event is "Montana Public Radio – All Together Different."

Montana Public Radio is different by definition. It is non-commercial, has a mandate of education and service, and is supported by listeners. That's why listeners make all the difference with their involvement and donations.

The goal for this year's fund-raising event is \$439,000. Listeners are simply asked to give what they can afford. Volunteers will take pledges by phone, or listeners may contribute online or through the mail.

Listeners will hear radio staff and phone volunteers celebrate for each \$1,000 pledged.

"Many listeners stay tuned in to the drive almost continuously, keeping track of our tally and calling in their pledges of financial support," said Linda Talbott, Montana Public Radio associate director.

Each year Montana Public Radio listeners also contribute more than 2,500 special thank-

-more-



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you gifts for donations, called premiums. These premiums – from homemade pies and gourmet meals to glider rides and river trips to landscaping rock and llama manure – make Montana Public Radio fund-raisers different and altogether more engaging than those of any other public radio station in the country, Talbott said.

Public Radio Week 2006 begins at 5 p.m. Saturday, April 1, with the “Grand Reading of all Premiums.” At 8:30 p.m. Thursday, April 6, the station will air a special show titled “Mo-Town and More.”

Listeners may even pledge for their dog, cat or other critter during “Pet Wars,” a furry frenzy that begins at 5 p.m. Sunday, April 9, to wrap up the week.

To be part of Public Radio Week 2006 and to pledge your support for Montana Public Radio, call (800) 325-1565 or (406) 243-6400 from 5 p.m. Saturday, April 1, to midnight Sunday, April 9, or pledge online at <http://www.mtpr.org>.

For more information, call Talbott at (406) 243-4215 or e-mail her at [linda.talbott@umontana.edu](mailto:linda.talbott@umontana.edu).

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